



DVDNow
K I O S K S

News Release

1-877-849-4272 Ext. 710
www.dvdnowkiosks.com

140-890 Harbourside Dr
North Vancouver, BC
V7P 3T7 Canada

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DVDNow Kiosks business supports son's motocross racing

Mike Weiland didn't start his DVDNow Kiosks business to support his 11-year-old son Ethan's motocross racing, but it has turned out to be a winning combination.

"Having this part-time movie rental business has allowed me to support him 100 percent – and write off most of the expenses," says Weiland, who purchased his movie rental kiosks as a business opportunity from a company called DVDNow Kiosks.



The kiosks are fully automated, so Weiland can run his network of five kiosks while holding down his full-time job as a Ford truck sales manager in Billings, Montana. And there's still time to take his son to various racing events on the weekends.

"That's what makes this business so nice," he says. "It does take care of itself. The right location for your kiosks, and the right store manager, and you're off to the races."

Like many children's sports, motocross racing is equipment intensive and expensive, especially at the elite level where Weiland's son is competing. While DVD rental kiosks and motocross racing may seem unrelated, Weiland has found a surprising number of ways to tie the two together.

"My kiosk business is not only a movie rental business, it's an advertising business," says Weiland. Unlike the Coinstar(CSTR)-owned Redbox kiosks, DVDNow Kiosks are designed to host advertising on their kiosks and are available for purchase as a business opportunity to entrepreneurs like Weiland.

The competition from Redbox doesn't worry Weiland, who has an excellent rapport with the gas station and grocery store owners that host his kiosks. "I compete with Redbox and win," he says. "I have movies from Universal, Warner Bros. and Fox that they don't get until a month later because of Redbox's studio contracts." Netflix(NFLX) also has similar contracts, he says.

And then there's the advertising. Weiland sells advertising on his DVDNow kiosks, including video ads on the flat-panel TV screen above the machine, posters on the machine's side panels and advertising on his company's Web page, www.ReadyDVD.com. He also sells clients advertising on his son's racing bike and event trailer, which is completely wrapped with ads, and uses the trailer to advertise his movie rental business.

"This business is actually more fun than it is work," says Weiland.

Since he started the business with his wife Michelle in 2007, DVDNow has been with him every step of the way.

"The support end of DVDNow is phenomenal. They know how important it is for you to get your kiosks running and they do everything they can to help you succeed," he says.

Learn more about how your clients can start their own DVDNow Kiosks business for as little as \$25K, or register for the complimentary Webinar by contacting:

Bob Gallner, VP Business Development
DVDNow Kiosks, Inc.
1-877-849-4272 ext. 710 Toll Free
rgallner@dvdnowkiosks.com

Amy Baugh
abaugh@dvdnowkiosks.com
www.dvdnowkiosks.com